

## Abstract

This thesis deals with the most recent trends in recruiting related to information and communication technologies. The attention is focused on the internet, social networks and smartphones along with the possibilities of their use for recruitment. A part of this thesis is a quantitative survey of trends in recruiting. Practices, experiences and opinions of candidates who were looking for the job in the last year were collected in order to describe the situation of the use of these trends in the Czech Republic and their possible further development.

## Key words

recruitment, HR marketing, employer branding, internet, e-recruitment, social networks, smartphones, mobile recruitment, qr codes, mobile applications